

LUKE NYSWONGER

Technical Content, Customer Education & Enablement Leader

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SUMMARY

Technical education and content development leader with 20+ years across Microsoft, Hootsuite, and Avalara. Led large, multidisciplinary organizations and shaped programs spanning Microsoft Learn, Microsoft Virtual Academy, developer education, and certification. Combines people leadership with deep experience in content strategy, publishing systems, and global learning platforms. Builds operating models and AI-assisted workflows that improve content quality, currency, and team efficiency.

EXPERIENCE

Director, Azure Content & Microsoft Learn

Microsoft

📅 2022 - 2026 📍 Remote | Global

🌐 learn.microsoft.com

- Led multidisciplinary Azure content and learning teams of 15–35 through organizational change, setting portfolio priorities, developing talent, and evolving operating practices.
- Improved Azure guidance quality and freshness through performance insights, contributor models, and publishing improvements; advanced AI-assisted workflows that reduced manual authoring time by approximately 40%.
- Designed and launched a 12-month Azure Migration Hub strategy, creating a Microsoft Learn entry point and 10+ technical learning scenarios aligned to customer adoption.

Senior Director, Digital Experience

Hootsuite

📅 2020 - 2022 📍 Seattle, WA

🌐 help.hootsuite.com

- Directed a cross-functional team of up to 30 writers, PMs, and web engineers responsible for Hootsuite's global web presence, including Hootsuite.com and the [Help Center](#).
- Modernized the Hootsuite Help Center through UX refresh, CMS migration, GitHub-based code infrastructure, Zendesk enhancements, behavioral analytics, and publishing workflow improvements.
- Published an [engineering case study](#) detailing Help Center modernization across localization, publishing automation, analytics, and support workflows.

Director, Learning Platform & Tools

Avalara

📅 2019 - 2020 📍 Seattle, WA

🌐 knowledge.avalara.com

- Defined a learning and publishing strategy for Avalara University and the Help Center, using prototypes and a scalable content model to align engineering, product, marketing, and operations.
- Evaluated authoring and publishing technologies projected to reduce annual platform spend by 70%; established a sprint framework and operating rhythm for Customer Learning.

PORTFOLIO

Portfolio: lukenyswonger.com

Selected work in technical learning strategy, content platform modernization, credentialing, developer guidance, and AI-assisted learning product development.

CORE CAPABILITIES

Content Development Strategy, Technical Education, Content Lifecycle Management, Content Governance, Publishing Workflows, Learning Platforms, Developer Education, Certification & Assessment, AI-Assisted Authoring, Localization, Content & Learning Analytics, Organizational Change, People Leadership, Cross-Functional Partnership, Vendor Management

SELECTED ACHIEVEMENTS

📈 AI-Enabled Content Operations

Advanced AI-assisted authoring at Microsoft, reducing manual authoring time by approximately 40% through workflow improvements, contributor models, and vendor governance.

🚀 Global Technical Learning at Scale

Led Microsoft Virtual Academy strategy and lifecycle management, scaling to 4.5 million users and 200 courses while helping shape the transition to role-based learning.

🔧 AI-Powered Learning Innovation

Founded and launched [Cert Buddy™](#), taking an AI-powered certification learning product from concept to paying customers. Shaped its learning model, assessments, content strategy, user experience, and AI capabilities.

LEADERSHIP COMPETENCIES

💎 Operating Models & Prioritization

Align teams, workflows, and roadmaps around clear ownership, shared standards, and business priorities.

💎 People Leadership & Change

Develop leaders and multidisciplinary teams, creating clarity and accountability through organizational change.

💎 Practical AI & Experimentation

Evaluate tools through hands-on pilots, using quality, usability, and efficiency to guide adoption.

PATENTS

💡 Patent pending; LLM-Based Generation of Technical Learning Material, U.S. Patent Application Publication US 2024/0385832 A1

EXPERIENCE

Senior Manager / Director, Technical Content

Microsoft

-  2010 - 2019
-  Redmond, WA
- Principally authored a multi-year strategy to modernize Microsoft’s technical learning ecosystem, aligning role-based learning, credentialing, and developer education around Microsoft Learn.
 - Directed Microsoft Virtual Academy strategy and lifecycle management, growing the platform to 4.5 million users and overseeing delivery of 200 courses in a single year.
 - Guided the team developing hands-on labs strategy for the Microsoft Learn launch, setting business direction, resolving dependencies, and negotiating partnerships.
 - Held successive technical documentation and developer education leadership roles, building deep experience in content development, publishing, and customer guidance.

Earlier Career Experiences

Microsoft, Kansas State University, Networks Plus, US Navy

- Microsoft | Developer Support Engineer & Content Roles
- Networks Plus | Software Engineer
- Kansas State University | Instructional Designer & Web Developer
- United States Navy | Petty Officer Third Class / Fleet Marine Force

EDUCATION

M.S., Learning Design & Technology (Expected 2028)

George Mason University

-  Online
- Pursuing graduate study in instructional design and learning technologies, with current coursework in needs analysis, task analysis, learning objectives, and instructional strategies.

B.S., Computer Information Technology

Western Governors University

-  2019

 Online
- Built a broad technical foundation across software development, web technologies, systems analysis, databases, networking, and IT management.

CERTIFICATIONS

Replit Level 3 Proficient Builder Certification

Replit

Microsoft Certified: Azure Fundamentals (AZ-900)

Microsoft

WorkBoard Certified OKR Coach

WorkBoard